



03/15/01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
REQUEST FOR FILING APPLICATION UNDER 37 CFR 1.53(b)  
WITHOUT FILING FEE OR EXECUTED INVENTOR'S DECLARATION**

Assistant Commissioner for Patents  
Washington, DC 20231

Atty. Dkt. 1418-25

Date: March 15, 2001

Sir:

J1040 U.S. PTO  
09/808415  
03/15/01

This is a request for filing a new PATENT APPLICATION under Rule 53(b) entitled:  
METHOD OF MEASURING BRAND EXPOSURE AND APPARATUS THEREFOR  
without a filing fee and/or without an executed inventor's oath/declaration.

This application is made by the below identified inventor(s). Attached hereto are the following papers:

- ☒ An abstract [one page] together with  
25 pages of specification and claims including  
36 numbered claims and also attached is/are  
5 sheets of accompanying drawings. **Figures 1-12**  
☒ This application is based on the following prior foreign application(s):

**Application No.****Country****Filing Date**

0006275.2

United Kingdom

March 15, 2000

respectively, the entire content of which is hereby incorporated by reference in this application, and priority is hereby claimed therefrom.

- ☐ This application is based on the following prior provisional application(s):

**Application No.****Filing Date**

respectively, the entire content of which is hereby incorporated by reference in this application, and priority is hereby claimed therefrom.

- ☐ Certified copy/ies of foreign applications attached.  
☐ This application is a ☐ continuation/☐ division/☐ continuation-in-part of application Serial No. , filed  
☐ Please amend the specification by inserting before the first line: --This application is a ☐ continuation/☐ division/☐ continuation-in-part of application Serial No. , filed , the entire content of which is hereby incorporated by reference in this application.--  
☐ Please amend the specification by inserting before the first line: --This is a continuation of PCT application No. , filed , the entire content of which is hereby incorporated by reference in this application.--  
☐ Please amend the specification by inserting before the first line: --This application claims the benefit of U.S. Provisional Application No. , filed , the entire content of which is hereby incorporated by reference in this application.--  
☐ Preliminary amendment to claims (attached hereto), to be entered before calculation of the fee.  
☐ Also attached: ☐ **Information Disclosure Statement** ; ☐ **Non-Publication Request**; ☐ **Other**:

1. Inventor: Cameron MI HAY British  
(first) (last) (citizenship)  
Residence: (city) Oxfordshire (state/country) United Kingdom  
Mailing Address: 9 Gloucester Place, Witney, Oxfordshire OX8 5LA United Kingdom  
(Zip Code)
2. Inventor: (first) MI (last) (citizenship)  
Residence: (city) (state/country)  
Mailing Address: , ,  
(Zip Code)

☐ *See attached sheet(s) for additional inventor(s) information!!*

Address all future communications to NIXON & VANDERHYE P.C., 1100 North Glebe Road, 8<sup>th</sup> Floor, Arlington, Virginia 22201.

1100 North Glebe Road, 8<sup>th</sup> Floor  
Arlington, Virginia 22201-4714  
Telephone: (703) 816-4000  
Facsimile: (703) 816-4100  
MJS:led

**NIXON & VANDERHYE P.C.**

By Atty: Michael J. Shea, Reg. No. 34,725

Signature: Michael J. Shea